



## Fee Policy

At Williams Dental Care, fair pricing is an important part of our ethos. We want the fees we charge you as a patient to be of great value to you but also to reflect a fair price for our skills and experience - without compromising the quality of materials, our duty to the environment, or our respect for our staff and suppliers. Below, we have set out what we will do to make this happen.

### **Making you aware of the fees**

We want you to be fully aware of the treatment we are proposing, the reason why we are proposing it and the fees that you will pay before treatment starts. We also want you to be aware of when your fees will be due. In most cases, this will be at the end of each appointment.

To do this, we will:

- Display a 'Fee Guide' on the website and ensure it is available at reception.
- Discuss with you the treatment we think is necessary and the reasons why, and provide information for further information about your treatment.
- Provide a treatment plan which includes estimated costs for each patient before treatment starts.
- Provide a new treatment plan with updated fees if the treatment needs to change for any reason.

### **How can I save money on my dental treatment?**

- **Join our dental plans!** They offer great value for patients. The base cost is lower than you normally pay for routine appointments. Still, you also benefit from a member's discount for certain treatment costs and worldwide dental emergency assistance coverage.
- From April/May 2024, you can apply for 0% finance. Terms and conditions apply.
- Regular dental examination and dental hygiene attendance enable early detection of potential problems, which means fewer problems and lower dental care costs in the future.
- All our treatment aims to get you dentally fit and make your mouth as self-cleaning as possible, which will help significantly reduce your treatment needs in the future.

## **Fee Rises**

- We review our fees annually, and based on our current costs and market conditions, we will decide whether to increase some or all of them. We will email you the result of the fee review and a link to the new prices on the website. If the payment plan fees have risen, you will also know at this point.
- If we raise our fees and you have a treatment plan that is less than 90 days old, its prices will be valid for three months from the date of the rise. Treatment plans older than 90 days will be subject to the new fees.

## **But why do you have to raise your fees?**

The two major factors we consider when adjusting our fees are our costs and the market conditions. Our costs are all the things that we must pay for in order to run a dental practice. They range from servicing and insurance to energy. By far, the biggest of these are the wages, materials, equipment and laboratory costs.

We want you to have confidence in our team and the best possible service and treatment. To do this we need the best people working for us. We think it's only right to pay them a fair wage, if we didn't someone else would and we would lose them.

The cost of materials and laboratories varies hugely. We could reduce our fees by using cheaper materials that don't have biocompatible properties or find a cheaper laboratory, but we have found over the years that this is often a false economy. In the world of dental materials and laboratories, it is almost universally true that you get what you pay for; if we use a cheaper filling material, it will not look as nice or last as long and may have undesirable ingredients. Use a cheaper laboratory and the crown may not fit as well, look as natural or be as strong – ultimately meaning that you will probably end up paying more. Dental material costs also change based on the world market. Most of the items we use are manufactured in Europe, and any changes to the relationship between Britain and its trading partners will cause costs to fluctuate. We consider all these factors when deciding if we should raise our fees.

## **What exactly does Fair Pricing mean?**

More than just the outright value of our services, we also believe there are certain principles that we try to uphold...

**We want to make use of the fantastic local talent we have in our area.**

We could use a large, centralised Laboratory who provide lab work to the whole country, or even a lab based abroad but we would probably be speaking to different technicians for each job, and we want to be able to pop in and see our master lab craftsman when we have a technically challenging treatment, we think that provides you with better service too.

**Why do our prices say 'from...', and our treatment plans are 'estimates.'**

- It's hard to be completely accurate on our fee guide; for example, for a white filling on our guide, it says "From". So why do we say 'from' and not just give a fee? A small filling at the front of the mouth is easy to get to and doesn't use much material, which will be cheaper. A big filling at the back of the mouth will take longer, it will be more difficult to get to, and it will use more material. Therefore, the cost will be higher.
- Sometimes, there are things that we would want to fix before we even get to a filling, a good. An example is gum disease. Plenty of evidence suggests that gum disease has a considerable effect on your overall health, and we would always want to sort that out first. We also try to look at the reasons why you are having the problems you are having; if you need a filling, is that signalling a problem with what you eat? Perhaps if we can help you fix that, we can stop you from needing fillings in the future, but we won't know that until we see you.
- Even when we have seen you and provided you with a treatment plan, the figures are an estimate. We will try to explain in the plan why there might be variation, but the main reason we have to be unspecific is that we just can't be sure of what's going on until we have seen it. A good example of this is where we may need to replace a failing crown. Even an X-ray may not show if there is decay under the crown. We won't know the extent of the problem until we have taken the old one off. We may need to use other materials to give the tooth the best chance of healing; this is why they are always estimates. Sometimes you might pay less than we were expecting for the same reason.

I hope that this fee policy has answered any questions you may have. If you haven't found what you are looking for here, feel free to contact us and ask your question about pricing or anything else.

The team at Williams Dental Care (March 2024).